

Eastern Illinois University

The Keep

1988

Press Releases

7-22-1988

07/22/1988 - Distinguished Visitor

University Marketing and Communications

Follow this and additional works at: https://thekeep.eiu.edu/press_releases_1988

Recommended Citation

University Marketing and Communications, "07/22/1988 - Distinguished Visitor" (1988). 1988. 319.
https://thekeep.eiu.edu/press_releases_1988/319

This Article is brought to you for free and open access by the Press Releases at The Keep. It has been accepted for inclusion in 1988 by an authorized administrator of The Keep. For more information, please contact tabruns@eiu.edu.



EASTERN ILLINOIS UNIVERSITY
Charleston, Illinois

news

ART TATE, Assistant Director, University Relations
Office: (217) 581-5981 - Home: (217) 348-7553
88-345

July 22, 1988

FOR IMMEDIATE RELEASE:

DISTINGUISHED VISITOR

CHARLESTON, IL--Dr. Donald P. Robin, Professor of Management and Marketing, Louisiana Tech University, will speak at Eastern Illinois University's Booth Library Lecture Room at 7:30 p.m., Tuesday, July 26.

The lecture is open to the public and there is no admission charge.

A specialist in the study of ethical philosophy as it relates to marketing, consumer and employee behavior, and marketing strategy, Robin will discuss "Incorporating Ethics into Business Decision Making."

-more-

FILE COPY

The lecture reflects his numerous publications in the area of marketing, including 22 articles and five books. He is currently finishing a book entitled Practical Business Ethics for Prentice Hall.

He will review the concepts of social responsibility in business ethics, their use in business decision making, and describe an approach for integrating these concepts into the process of making decisions in business.

In addition to the public lecture, Robin will direct a workshop, July 25-28, on Social Responsibility, Ethics, and Marketing Strategy. The workshop and lecture are part of the Distinguished Visiting Faculty summer program at Eastern focusing of the summer theme, "Ethics and Social Responsibility: An American Crisis."

Persons interested in attending the workshop may contact Dr. Charles Switzer, Summer School Director, for information on registration at (217)581-2023.